

ABSTRACT

A method and apparatus for providing a pharmaceutical prescription copay counselor to users. Specifically, the present invention describes the creation and delivery of a payment and copayment tool for physicians and consumers using
5 computer assisted interactive resources over an Internet protocol network. The creation and delivery of this capability enables consumers and physicians, and others involved with prescription drug benefits, to identify lower cost and copay alternatives that are available within a third-party paid benefit or via cash payment using usual and customary pricing.

10

10047470.102301